



WHAS
P.O. Box 1100
Louisville, KY 40201

Mark it Red
6502 Ahmherst Way
Zionsville, IN 46077

Contract # 861740

Schedule Dates 10/25/12-11/06/12
Advertiser Ed Clere for State Representative (40271)
Agency Mark it Red (10660)
Product Political - State Representative (1180)
Brand General Election (175638)
Salesperson O'Daniel, Todd (3065)
Sales Office WHAS
Buyer Name Hons,Chris
Phone/Fax (317) 519-5053 /
CPE 57
Account Types Local/Political Candidate - Agency
Billing Type Weekly/Irregular
Comments

Date Entered 10/15/12
Last Modified 10/15/12
Entered By Patti Eppinghoff
CO-OP No
Headline #
Demo A35+R/A65+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,815.00
Net Total \$27,285.00
Sales Tax

Louisville (WHAS) (WHAS)

By Broadcast Month	Spots	Rate
Oct. 2012	26	\$8,375.00
Nov. 2012	70	\$23,725.00
Grand Total:	96	\$32,100.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/25/12-10/26/12	3	:30	5A- 5:57A (ET)					2	2			4	\$200.00	\$800.00	Louisville (WHAS) (WHAS)		10/15/12
2.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	5A- 5:57A (ET)		2	2	2	2	2			10	\$200.00	\$2,000.00	Louisville (WHAS) (WHAS)		10/15/12
3.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	5A- 5:57A (ET)		2	2						4	\$200.00	\$800.00	Louisville (WHAS) (WHAS)		10/15/12
4.0	Normal Line / SPOT	10/25/12-10/26/12	3	:30	5:58A- 7A (ET)					1	1			2	\$350.00	\$700.00	Louisville (WHAS) (WHAS)		10/15/12
5.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	5:58A- 7A (ET)		1	1	1	1	1			5	\$350.00	\$1,750.00	Louisville (WHAS) (WHAS)		10/15/12
6.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	5:58A- 7A (ET)		1	1						2	\$350.00	\$700.00	Louisville (WHAS) (WHAS)		10/15/12
7.0	Normal Line / SPOT	10/27/12-10/27/12	5	:30	6A- 10A (ET)							3		3	\$75.00	\$225.00	Louisville (WHAS) (WHAS)		10/15/12
8.0	Normal Line / SPOT	11/03/12-11/03/12	5	:30	6A- 10A (ET)							3		3	\$75.00	\$225.00	Louisville (WHAS) (WHAS)		10/15/12
9.0	Normal Line / SPOT	10/28/12-10/28/12	5	:30	6A- 9A (ET)								3	3	\$50.00	\$150.00	Louisville (WHAS) (WHAS)		10/15/12
10.0	Normal Line / SPOT	11/04/12-11/04/12	5	:30	6A- 9A (ET)								3	3	\$50.00	\$150.00	Louisville (WHAS) (WHAS)		10/15/12
11.0	Normal Line / SPOT	10/25/12-10/26/12	3	:30	12P- 12:57P (ET)					1	1			2	\$200.00	\$400.00	Louisville (WHAS) (WHAS)		10/15/12
12.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	12P- 12:57P (ET)		1	2	2	2	2			9	\$200.00	\$1,800.00	Louisville (WHAS) (WHAS)		10/15/12
13.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	12P- 12:57P (ET)		2							2	\$200.00	\$400.00	Louisville (WHAS) (WHAS)		10/15/12
14.0	Normal Line / SPOT	10/25/12-10/26/12	3	:30	3:58P- 4:58P (ET)					1	1			2	\$250.00	\$500.00	Louisville (WHAS) (WHAS)		10/15/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WHAS
P.O. Box 1100
Louisville, KY 40201

Mark it Red
6502 Ahmherst Way
Zionsville, IN 46077

Contract # 861740

Schedule Dates 10/25/12-11/06/12
Advertiser Ed Clere for State Representative (40271)
Agency Mark it Red (10660)
Product Political - State Representative (1180)
Brand General Election (175638)
Salesperson O'Daniel, Todd (3065)
Sales Office WHAS
Buyer Name Hons,Chris
Phone/Fax (317) 519-5053 /
CPE 57
Account Types Local/Political Candidate - Agency
Billing Type Weekly/Irregular
Comments

Date Entered 10/15/12
Last Modified 10/15/12
Entered By Patti Eppinghoff
CO-OP No
Headline #
Demo A35+R/A65+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,815.00
Net Total \$27,285.00
Sales Tax

Louisville (WHAS) (WHAS)

By Broadcast Month	Spots	Rate
Oct. 2012	26	\$8,375.00
Nov. 2012	70	\$23,725.00
Grand Total:	96	\$32,100.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	3:58P- 4:58P (ET)		1	1	1	1	1			5	\$250.00	\$1,250.00	Louisville (WHAS) (WHAS)		10/15/12
16.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	3:58P- 4:58P (ET)		1							1	\$250.00	\$250.00	Louisville (WHAS) (WHAS)		10/15/12
17.0	Normal Line / SPOT	10/25/12-10/26/12	3	:30	5P- 5:30P (ET)					1	1			2	\$500.00	\$1,000.00	Louisville (WHAS) (WHAS)		10/15/12
18.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	5P- 5:30P (ET)		1	1	1	1	1			5	\$500.00	\$2,500.00	Louisville (WHAS) (WHAS)		10/15/12
19.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5P- 5:30P (ET)		1							1	\$500.00	\$500.00	Louisville (WHAS) (WHAS)		10/15/12
20.0	Normal Line / SPOT	10/25/12-10/26/12	3	:30	5:30P- 6P (ET)					1	1			2	\$500.00	\$1,000.00	Louisville (WHAS) (WHAS)		10/15/12
21.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	5:30P- 6P (ET)		1	1	1	1	1			5	\$500.00	\$2,500.00	Louisville (WHAS) (WHAS)		10/15/12
22.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5:30P- 6P (ET)		1							1	\$500.00	\$500.00	Louisville (WHAS) (WHAS)		10/15/12
23.0	Normal Line / SPOT	10/25/12-10/26/12	3	:30	6P- 6:30P (ET)					1	1			2	\$600.00	\$1,200.00	Louisville (WHAS) (WHAS)		10/15/12
24.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	6P- 6:30P (ET)		1	1	1	1	1			5	\$600.00	\$3,000.00	Louisville (WHAS) (WHAS)		10/15/12
25.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6P- 6:30P (ET)		1							1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)		10/15/12
26.0	Normal Line / SPOT	10/25/12-10/28/12	3	:30	11P- 11:35P (ET)					1	1	1	1	4	\$600.00	\$2,400.00	Louisville (WHAS) (WHAS)		10/15/12
27.0	Normal Line / SPOT	10/29/12-11/04/12	3	:30	11P- 11:35P (ET)		1	1	1	1	1	1	1	7	\$600.00	\$4,200.00	Louisville (WHAS) (WHAS)		10/15/12
28.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11P- 11:35P (ET)		1							1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)		10/15/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------